

TRANSMISSION .

ORGANIZACION EDITORIAL NOVARO, S. A.

August 24, 1966

CIRCULAR TO ALL OUR DISTRIBUTORS .

Dear customer:

In another opportunity, we informed you, that beginning July 1st . the group of companies (Empresas ) °) that formed our organization , were fusioned (merged) to form one : ORGANIZACION EDITORIAL NOVARO, S. A.

One the principal reasons to merge, was to facilitate a re-organization of our sale systems and be in conditions , in a short time, to give , a faster and better attention to your orders; for a better (greater .lit) development of our business, always thinking in the attention you deserve.

One of the first steps , necessary in the re-organization , (that we have been effecting ) has been to establish ( have . Lit) one sole Sales Department (Manacerial Sales Dept. Lit) for the distribution of books and magazines; position that from this date , will be occupied by Sr. (Mr. ) Raul A. Portillo. -

We take the opportunity to request your assistance (help.Lit) in order to serve you in the best manner ; sending your correspondence according to the subject and "labeling" (rotulando. Rotulo:label...) your envelopes , in the following manner:

a) For all matters related to books and magazines:

ORGANIZACION EDITORIAL NOVARO, S. A.  
Att. Sr. Raul A. Portillo.  
Sales Manager (GERENTE DE VENTAS).  
Apartado Postal # M- 10500.  
MEXICO 1. D. F.

b) For all matters related with Credit and Billings:

ORGANIZACION EDITORIAL NOVARO, S. A.  
At'n Sra. Eugenia Peñalosa,  
Apartado Postal # M-10500.  
Mexico 1. D. F.

Yours truly, (Attentively. lit)

Armando Arredondo Z.  
General Sub-Director .

AAZ/ apbp.

CABLE: NOVAROMEX. Address: P.O. Box 10 500. Mexico 1. D. F.